

NAPCS Product List for NAICS 51111: Newspaper Publishers

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		
			Can	Méx	US	Title	Definition	NAICS Industries Producing the Product
51111	1					Newspapers	<p>Publications issued daily, weekly, or at other regular intervals consisting mainly of current news together with editorials, features, correspondence and other information of current public interest. A considerable amount of space is devoted generally to photographs and advertisements.</p> <p>Includes:</p> <ul style="list-style-type: none"> • newspapers published in print, online, or on electronic and other media. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110 511120 511130 516110
51111	1.1					General newspapers	<p>Newspapers consisting of multiple topics with the intent of appealing to a broad audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • newspapers published in print, online, or on electronic and other media. • community newspapers. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110 511120 511130 516110
51111	1.1.1					General newspapers, daily	<p>Newspapers published at least four times a week consisting of multiple topics with the intent of appealing to a broad audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • newspapers published in print, online, or on electronic and other media. • community newspapers. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110 511120 511130 516110

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51111	1.1.1.1	X				General newspapers, daily, printed	<p>Newspapers published in print at least four times a week, consisting of multiple topics with the intent of appealing to a broad audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • community newspapers. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110
51111	1.1.1.2	X				General newspapers, daily, online	<p>Newspapers published on the internet (in a digital file which can be accessed or downloaded) at least four times a week, consisting of multiple topics with the intent of appealing to a broad audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to newspapers that are paid for through subscriptions, fees for downloads, or other fees. • community newspapers. • portions of newspapers such as headlines e-mailed daily or more frequently. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110 516110

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51111	1.1.1.3	X				General newspapers, daily, other media	<p>Newspapers published in media other than print and online at least four times a week, consisting of multiple topics with the intent of appealing to a broad audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • papers published on physical electronic media, such as CD-ROMs and diskettes, as well as physical non-electronic media, such as cassette tapes, microfilms and microfiche. • community newspapers. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110
51111	1.1.2					General newspapers, other than daily	<p>Newspapers published less than four times a week, such as weekly or monthly, consisting of multiple topics with the intent of appealing to a broad audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • newspapers published in print, online, or on electronic and other media. • community newspapers. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110 516110
51111	1.1.2.1	X				General newspapers, other than daily, printed	<p>Newspapers published in print less than four times a week, such as weekly or monthly, consisting of multiple topics with the intent of appealing to a broad audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • community newspapers. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110

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51111	1.1.2.2	X				General newspapers, other than daily, online	<p>Newspapers published on the internet (in a digital file which can be accessed or downloaded) less than four times a week, such as weekly or monthly, consisting of multiple topics with the intent of appealing to a broad audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to newspapers that are paid for through subscriptions, fees for downloads, or other fees. • community newspapers. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110 516110
51111	1.1.2.3	X				General newspapers, other than daily, other media	<p>Newspapers published in media other than print and online less than four times a week, such as weekly or monthly, consisting of multiple topics with the intent of appealing to a broad audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • papers published on physical electronic media, such as CD-ROMs and diskettes, as well as physical non-electronic media, such as cassette tapes, microfilms and microfiche. <p>Excludes:</p> <ul style="list-style-type: none"> • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110

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51111	1.2					Specialized newspapers	<p>Newspapers focusing on a single topic or theme that is of special interest to a select audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • newspapers published in print, online, or on electronic and other media. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • shoppers newspapers containing only consumer advertising. <p>Excludes:</p> <ul style="list-style-type: none"> • shoppers newspapers containing only consumer advertising. • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110 516110
51111	1.2.1					Specialized newspapers, daily	<p>Newspapers published at least four times a week, focusing on a single topic or theme of special interest to a select audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • newspapers published in print, online, or on electronic and other media. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • shoppers newspapers containing only consumer advertising. • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110 516110
51111	1.2.1.1	X				Specialized newspapers, daily, printed	<p>Newspapers published in print at least four times a week, focusing on a single topic or theme of special interest to a select audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • shoppers newspapers containing only consumer advertising. • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110

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51111	1.2.1.2	X				Specialized newspapers, daily, online	<p>Newspapers published on the internet (in a digital file which can be accessed or downloaded) at least four times a week, focusing on a single topic or theme of special interest to a select audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to newspapers that are paid for through subscriptions, fees for downloads, or other fees. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • shoppers newspapers containing only consumer advertising. • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110 516110
51111	1.2.1.3	X				Specialized newspapers, daily, other media	<p>Newspapers published in media other than print and online at least four times a week, focusing on a single topic or theme of special interest to a select audience. .</p> <p>Includes:</p> <ul style="list-style-type: none"> • papers published on physical electronic media, such as CD-ROMs and diskettes, as well as physical non-electronic media, such as cassette tapes, microfilms and microfiche. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • shoppers newspapers containing only consumer advertising. • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110
51111	1.2.2					Specialized newspapers, other than daily	<p>Newspapers published less than four times a week, such as weekly or monthly, focusing on a single topic or theme that are of special interest to a select audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • newspapers published in print, online, or on electronic and other media. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • shoppers newspapers containing only consumer advertising. • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110 516110

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51111	1.2.2.1	X				Specialized newspapers, other than daily, printed	<p>Newspapers published in print less than four times a week, such as weekly or monthly, focusing on a single topic or theme that are of special interest to a select audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • shoppers newspapers containing only consumer advertising. • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110
51111	1.2.2.2	X				Specialized newspapers, other than daily, online	<p>Newspapers published on the internet (in a digital file which can be accessed or downloaded) less than four times a week, such as weekly or monthly, focusing on a single topic or theme that are of special interest to a select audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • online access to newspapers that are paid for through subscriptions, fees for downloads, or other fees. • revenues received from distributors, such as online retailers. <p>Excludes:</p> <ul style="list-style-type: none"> • shoppers newspapers containing only consumer advertising. • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110 516110
51111	1.2.2.3	X				Specialized newspapers, other than daily, other media	<p>Newspapers published in media other than print and online less than four times a week, such as weekly or monthly, focusing on a single topic or theme that are of special interest to a select audience.</p> <p>Includes:</p> <ul style="list-style-type: none"> • papers published on physical electronic media, such as CD-ROMs and diskettes, as well as physical non-electronic media, such as cassette tapes, microfilms and microfiche. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • shoppers newspapers containing only consumer advertising. • published archives of newspapers. • providing back issues of newspapers is in product 3.9, Archive materials. 	511110

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51111	2					Advertising space in newspapers	<p>Providing advertising space in newspapers.</p> <p>Includes:</p> <ul style="list-style-type: none"> • space in newspapers published in print, online, or on electronic and other media. • creation and design of advertisements when bundled with providing advertising space. <p>Subset of product 16 on 51113 list.</p>	511110 516110
51111	2.1					Advertising space in general newspapers	<p>Providing advertising space in general newspapers.</p> <p>Includes:</p> <ul style="list-style-type: none"> • space in newspapers published in print, online, or on electronic and other media. • creation and design of advertisements when bundled with providing advertising space. 	511110 516110
51111	2.1.1					Advertising space in general newspapers, daily	<p>Providing advertising space in general newspapers published at least four times a week.</p> <p>Includes:</p> <ul style="list-style-type: none"> • space in newspapers published in print, online, or on electronic and other media. • creation and design of advertisements when bundled with providing advertising space. 	511110 516110
51111	2.1.1.1	X				Advertising space in general newspapers, daily, printed	<p>Providing advertising space in general newspapers published in print at least four times a week.</p> <p>Includes:</p> <ul style="list-style-type: none"> • creation and design of advertisements when bundled with providing advertising space. 	511110
51111	2.1.1.2	X				Advertising space in general newspapers, daily, online	<p>Providing advertising space in general newspapers published on the Internet at least four times a week.</p> <p>Includes:</p> <ul style="list-style-type: none"> • creation and design of advertisements when bundled with providing advertising space. 	511110 516110

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51111	2.1.1.3	X				Advertising space in general newspapers, daily, other media	<p>Providing advertising space in general newspapers published in media other than print and online at least four times a week.</p> <p>Includes:</p> <ul style="list-style-type: none"> • space in newspapers published on physical electronic media, such as CD-ROMs and diskettes, as well as physical non-electronic media, such as cassette tapes, microfilms and microfiche. • creation and design of advertisements when bundled with providing advertising space. 	511110
51111	2.1.2					Advertising space in general newspapers, other than daily	<p>Providing advertising space in general newspapers published less than four times a week.</p> <p>Includes:</p> <ul style="list-style-type: none"> • space in newspapers published in print, online, or on electronic and other media. • creation and design of advertisements when bundled with providing advertising space. 	511110 516110
51111	2.1.2.1	X				Advertising space in general newspapers, other than daily, printed	<p>Providing advertising space in general newspapers published in print less than four times a week.</p> <p>Includes:</p> <ul style="list-style-type: none"> • creation and design of advertisements when bundled with providing advertising space. 	511110
51111	2.1.2.2	X				Advertising space in general newspapers, other than daily, online	<p>Providing advertising space in general newspapers published on the Internet less than four times a week.</p> <p>Includes:</p> <ul style="list-style-type: none"> • creation and design of advertisements when bundled with providing advertising space. 	511110 516110
51111	2.1.2.3	X				Advertising space in general newspapers, other than daily, other media	<p>Providing advertising space in general newspapers published in media other than print and online less than four times a week.</p> <p>Includes:</p> <ul style="list-style-type: none"> • space in papers published on physical electronic media, such as CD-ROMs and diskettes, as well as physical non-electronic media, such as cassette tapes, microfilms and microfiche. • creation and design of advertisements when bundled with providing advertising space. 	511110
51111	2.2					Advertising space in specialized newspapers	<p>Providing advertising space in specialized newspapers.</p> <p>Includes:</p> <ul style="list-style-type: none"> • space in newspapers published in print, online, or on electronic and other media. • creation and design of advertisements when bundled with providing advertising space. 	511110 516110

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51111	2.2.1					Advertising space in specialized newspapers, daily	Providing advertising space in specialized newspapers published at least four times a week. Includes: • space in newspapers published in print, online, or on electronic and other media. • creation and design of advertisements when bundled with providing advertising space.	511110 516110
51111	2.2.1.1	X				Advertising space in specialized newspapers, daily, printed	Providing advertising space in specialized newspapers published in print at least four times a week. Includes: • creation and design of advertisements when bundled with providing advertising space.	511110
51111	2.2.1.2	X				Advertising space in specialized newspapers, daily, online	Providing advertising space in specialized newspapers published on the Internet at least four times a week. Includes: • creation and design of advertisements when bundled with providing advertising space.	511110 516110
51111	2.2.1.3	X				Advertising space in specialized newspapers, daily, other media	Providing advertising space in specialized newspapers published in media other than print and online at least four times a week. Includes: • space in papers published on physical electronic media, such as CD-ROMs and diskettes, as well as physical non-electronic media, such as cassette tapes, microfilms and microfiche. • creation and design of advertisements when bundled with providing advertising space.	511110
51111	2.2.2					Advertising space in specialized newspapers, other than daily	Providing advertising space in specialized newspapers published less than four times a week. Includes: • space in newspapers published in print, online, or on electronic and other media. • creation and design of advertisements when bundled with providing advertising space.	511110 516110
51111	2.2.2.1	X				Advertising space in specialized newspapers, other than daily, printed	Providing advertising space in specialized newspapers published in print less than four times a week. Includes: • creation and design of advertisements when bundled with providing advertising space.	511110

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51111	2.2.2.2	X				Advertising space in specialized newspapers, other than daily, online	Providing advertising space in specialized newspapers published on the Internet less than four times a week. Includes: • creation and design of advertisements when bundled with providing advertising space.	511110 516110
51111	2.2.2.3	X				Advertising space in specialized newspapers, other than daily, other media	Providing advertising space in specialized newspapers published in media other than print and online less than four times a week. Includes: • space in papers published on physical electronic media, such as CD-ROMs and diskettes, as well as physical non-electronic media, such as cassette tapes, microfilms and microfiche. • creation and design of advertisements when bundled with providing advertising space.	511110
51111	3					Related products	Other important products provided by establishments classified in NAICS 51111.	51111 others
51111	3.1	X				Printing services	Printing publications of any type for others. Includes: • printing services for books, magazines, pamphlets, posters, and calendars, etc. Excludes: • lithographic, gravure, flexography, and screen printing services. • photocopying services. • providing a bundle of printing and distribution services is in product 3.12, Printing and distribution services. Includes product 3.1 on 54186 list.	511110 511120 511130

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51111	3.2	X				Local delivery services for publications	<p>Providing local transportation and delivery services for publications such as newspapers, magazines, books, and newsletters.</p> <p>Includes:</p> <ul style="list-style-type: none"> • transportation and delivery of promotional materials and product samples packaged with publications. <p>Excludes:</p> <ul style="list-style-type: none"> • providing a bundle of printing and distribution services is in product 3.12, Printing and distribution services. • dedicated distribution services for advertising materials. <p>Subset of product 1.3.3 on Transportation of goods list.</p>	511110 511120
51111	3.3	X				Graphic design services	<p>Combining text and graphics to visually communicate a message or concept. May include numerous steps such as presentation of concepts; showing the layout of major design elements; art direction; coordination of illustrations and photography; development of a comprehensive layout and final art; production of a graphic standards manual; and supervision of production.</p> <p>Includes:</p> <ul style="list-style-type: none"> • design services for corporate identities, brand identities; stationery sets (business cards, letterhead, envelopes); advertising materials; books, magazines and newspapers; product packaging; and audiovisual works, etc. • typeface design services, and • commercial illustration services, etc. • graphic design consulting services. <p>Same as product 1 on 54143 list.</p>	511110 541430

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51111	3.4	X				Marketing research services	<p>Gathering, analyzing, and interpreting information about consumers, market niches, and the effectiveness of marketing programs for goods and services.</p> <p>Includes:</p> <ul style="list-style-type: none"> • specifying the information required to address the issues. • identifying existing secondary sources or designing the method for primary collection of the information. • contracting out or implementing primary data collection processes. • analyzing the primary or secondary information and communicating the findings. <p>Excludes:</p> <ul style="list-style-type: none"> • statistical sampling and survey design services sold separately. • telephone-based data collection and polling services sold separately. <p>Same as product 1.1 on 54191 list.</p>	511110 541910
51111	3.5	X				Archival search, research, and retrieval services	<p>Providing services to facilitate access to and use of archived copies of back issues of newspapers by researchers. At the request of the client, this service may include search, advice, and compilation services tailored to the subject matter under investigation.</p> <p>Same as product 4 on 519 list.</p>	511110
51111	3.6	X				Licensing of rights to use content of newspapers protected by copyright	<p>Granting permission to use the content of newspapers that are implicitly or explicitly protected by copyright owned or controlled by the licensor. Includes the right to broadcast, publish, reproduce, record, modify, incorporate, or distribute intellectual property taken from newspapers for an agreed period of time, manner, and place, such as the right to reproduce in or adapt to another format, medium, language or territory. Some specific examples of rights licensed to use published intellectual property include co-publishing rights, translation rights, anthology rights, serial rights, dramatization and documentary rights, merchandising rights, paperback rights, electronic publishing rights, and audio rights.</p> <p>Includes:</p> <ul style="list-style-type: none"> • temporary transfers of rights through licensing. • permanent transfer of individual or some rights through sale. <p>Excludes:</p> <ul style="list-style-type: none"> • permanent transfers of all rights granted through outright sale of intellectual property. 	511110 511120 511130 511140

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51111	3.7	X				Convention and trade show organization services	<p>Providing services to plan, organize, market, and manage conventions, trade shows, conferences, retreats, and similar non-social events, for a fee or commission.</p> <p>Excludes:</p> <ul style="list-style-type: none"> designing advertising campaigns that involve the use of special events. organizing sports and cultural events. organizing social events, such as weddings and parties. <p>Same as product 3 on 5619 list.</p>	511110 511120
51111	3.8	X				Publishing services	<p>Publishing newspapers, books, periodicals, journals, etc., for others (including self-publishing authors) who maintain copyright and editorial control.</p> <p>Includes:</p> <ul style="list-style-type: none"> vanity book publishing. technical services related to publishing (e.g., such as editing, proofreading, content development, research and writing, and word processing) bundled with publishing services. printing and distribution services bundled with publishing services. <p>Excludes:</p> <ul style="list-style-type: none"> printing and distribution services sold separately are in product 3.12, Printing and distribution services. graphic design services are in product 3.3, Graphic design services. 	511110 511120 511130
51111	3.9	X				Archive materials	<p>Providing back issues of newspapers, periodicals, and other archived publications, usually on a storage medium such as microfilm or CD-ROM.</p> <p>Subset of product 3 on 51114 list.</p>	511110 511140

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51111	3.10	X				Periodicals	<p>Publications issued at fixed intervals, less often than daily and more often than annually, usually on a weekly or monthly basis. Periodicals generally contain articles with more analysis and in-depth coverage than newspaper reports. They may also contain essays, stories and poems and are often illustrated or with photographs.</p> <p>Includes:</p> <ul style="list-style-type: none"> • periodicals published in print, online, or on electronic and other media. • newsletters. • subscription and single copy sales. <p>Excludes:</p> <ul style="list-style-type: none"> • sales catalogs. • published archives of periodicals. • providing back issues of periodicals is in product 3.9, Archive materials. <p>Same as product 1 on 51112 list.</p>	511110 511120 511130 511140
51111	3.11	X				Other publications	<p>Publications other than newspapers and periodicals, such as books, databases, directories, calendars, catalogs, diaries and time schedulers, maps, and greeting cards.</p> <p>Includes:</p> <ul style="list-style-type: none"> • publications in print, online, or on electronic and other media. • subscription and single copy sales <p>Excludes:</p> <ul style="list-style-type: none"> • published archives of publications. • providing back issues of publications is in product 3.9, Archive materials. <p>Subset of product 2.2 on 51119 list.</p>	511110
51111	3.12	X				Printing and distribution services (except direct mail advertising)	Providing printing and distribution services for others, either sold separately or as a bundle.	511110